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Date: October 13, 2004

Item No.

MILPITAS PLANNING COMMISSION AGENDA REPORT

Category: New Business

Report Prepared by: Cindy Hom

Public Hearing: Yes: X No:

Notices Mailed On: 10/1/04

Published On: 9/30/04

Posted On: 10/1/01

TITLE: **USE PERMIT UP2004-20 AND "S" ZONE-APPROVAL
AMENDMENT SA-2004-77**

Proposal: Installation of a two-sided 10-foot freestanding monument sign.

Location: 1000 Ames Avenue

APN: 086-31054

RECOMMENDATION: **Approve with conditions.**

Applicant: Sign Classics, Inc. C/O Claire Wilde, Sign Classics, 1014 Timothy
Dr. San Jose, CA 95133

Property Owner: Ames Industrial Partners LTD, 60 S. Market St. #1120 San Jose, CA
95113

Previous Action(s): "S" Zone Approval and Amendments

General Plan Designation: Manufacturing and Warehousing

Environmental: Categorically exempt pursuant to Class 11, Section 15311
("Accessory structures – on premise sign") of the California
Environmental Quality Act Guidelines

Present Zoning: Heavy Industrial ("M2")

Existing Land Use: Manufacturing, Warehousing, and Distribution

Agenda Sent To: Applicant/Owner

Attachments: Plans and site photos

PJ: 2390

BACKGROUND

The Planning Commission granted "S" Zone approval for this 172,900 square foot office, manufacturing, and warehouse facility in 1956. Subsequent Planning Commission approvals include addition of exterior equipment, equipment enclosure, building expansions, and signage.

Site Description

The subject site is located on a 7.98-acre parcel and was developed as a 172,900 square foot office, manufacturing, and warehousing facility with parking and landscaping. The subject site is located on the southeast corner of Ames Avenue and Sinclair Frontage Road. Surrounding land uses include industrial uses to the north, south, and west. Highway 680 borders the site to the east.



THE APPLICATION

The applicant has submitted a Use Permit and "S" Zone Amendment application pursuant to Sign Ordinance section XI-30-3.03(c) and Milpitas Zoning Ordinance sections XI-10-57 (Conditional Use Permits) and XI-10-42 (Site and Architectural Review).

PROJECT DESCRIPTION

The applicant is requesting approval for a two-sided, 10-foot freestanding monument sign located at 1000 Ames Drive. The applicants are proposing a new complex Identification and tenant directory monument sign that measures (4 ½) feet wide, (10) feet tall and (7) inches in width. The complex ID will include addresses: 1000-1210 Ames Avenue and 1025-1053 Sinclair Frontage Road. The proposed sign will be double sided and constructed with fabricated aluminum. The complex directory will consist of aluminum slates for tenant and address plaques. Located at the bottom portion of the sign is a site map and building locator. The proposed sign will incorporate colors of navy blue and white. The new sign would be situated in the landscaped area along Ames Avenue.

ISSUES

Conformance with General Plan and Zoning Ordinance

The proposed sign does not conflict with any General Plan policies, and is consistent with:

- Implementing Policy 2.a-I-3, which encourages economic pursuits that will strengthen and promote development through stability and balance.
- Implementing Policy 3.b-G-1 in that the sign serves to direct vehicles in the facility, which assists in providing a safe and convenient vehicular movement in the Heavy Industrial area.

The purpose of the M2 Zoning District is to provide facilities and operation of offices, general manufacturing, warehousing, and distribution uses. As proposed, the sign is within the maximum (35) foot height limit for structures in the M2 Zoning District.

Conformance with "S" Zone

As conditioned, the project would in conformance with the Section 42 (Site and Architectural Review). The purpose of the Site and Architectural Review is to ensure, "...orderly, attractive and harmonious development..." that is compatible with site and surrounding area. As proposed, the monument sign would be compatible with the site and surrounding properties. The new monument sign provides visibility for the industrial park, enhances the area by introducing a new architectural element, and promotes an orderly and attractive development.

Conformance with the Sign Ordinance

The proposed monument sign complies with the City's sign ordinance. Findings are provided in the sections below:

XI-30-3.02 – Total allowable sign

Per the Sign Ordinance, "the total area of all signs shall not exceed (1) square feet of sign for each lineal feet of building perimeter or (2) square feet of sign for each lineal feet of street frontage." Sign area based on street frontage are provided in the calculation below:

$$1127.44 \text{ (street frontage)} \times 2 \text{ (sq. ft. of sign area)} = 2254.88 \text{ (total allowable sign area)}.$$

The proposed new sign would add (45) square feet to an existing sign area of 198.50 square feet. The total sign area for the Industrial park is 243.50 square feet, which is within the total allowable sign area.

XI-30-3.02 – Appropriateness of the sign design

Per the Sign Ordinance, the following criteria shall be utilized for consideration of the proposed sign:

- Relationship of the sign to the space on the building where the sign is to be located
- Relationship of the sub-space on which the sign will be located to the total building environments
- Compatibility of materials, architecture, design, and continuity with other signs
- Illumination of the sign as it relates to other signs on the subject site
- Relationship of the height of the sign to the height of the building(s) at that location
- Density of other signs in the vicinity of the subject sign on or off the parcel
- Impact of other signs in the vicinity on the subject sign
- Other factors that relate to the impact of the sign to the general environment

The proposed freestanding sign's architecture, materials, design and location are appropriate for the area. The proposed sign is to be located in a landscape area, which is consistent with how other approved freestanding signs are installed in the general vicinity as well as through out the city. The materials, architecture, and design are compatible and consistent with the industrial

theme of the site. The simplistic design provides a clean vertical element for the site that complements the height and mass of the buildings and does not detract from the architecture of the buildings or from existing signs. The sign will be non-illuminated and will not interfere other illuminated signs.

The height is appropriate due to the height and mass of the adjacent buildings. Although, the existing monument signs along Ames are typically less than (10) feet in height, staff support the proposed height because complements the scale of the existing buildings.

The proposed sign does not create a conflict with existing signs nor does it affect the density of signs on or offsite. Adjacent to the area of the proposed sign are two other non-illuminated signs. One sign is located on the east building elevation of the warehouse that is located to left of the proposed sign location. The other sign is wooden fabricated monument sign located on the opposite side of the street. Although, the new monument sign will provide a more modern type of sign than what currently exist on the eastern portion on Ames Avenue, staff is supportive of the sign because the material and design nicely complements the site, and it also provides an attractive signage for the industrial park and its tenants.

The color palette for the general vicinity includes: gray, black, dark green, white, and shades of blue that vary from dark to light. Staff is supportive of the colors because the navy blue and white are complementary and are common colors utilized in industrial areas.

XI-30-3.03 – Freestanding Signs

Per the Sign Ordinance, "... (1) freestanding sign may be permitted for each individual parcel's street frontage. If the frontage exceeds (300) feet, one additional freestanding sign may be allowed." Height of freestanding sign height in non-residential zones is (1) feet to a maximum of (25) feet for each (8) feet of public street frontage. The Applicant is proposing one (10) foot freestanding sign, which meets the requirement for the number of freestanding signs and maximum sign height as allowed by the Sign Ordinance.

XI-30-3.04 – Uniform Design and Materials

Per the Sign Ordinance, all building signs in shopping center and other multi-use structures shall seek uniformity of design and materials subject to the approval of a sign program by the Planning Commission. A sign program is not part of this application. The existing signs were approved and installed prior to the effective date of this ordinance. *Staff recommends a condition of approval that will require a sign program prior to the approval of any new signs.* As conditioned, the site would be brought into conformance as new signs are added.

COMMUNITY IMPACTS

The proposed monument sign does not create any negative community impacts and will meet the required ordinances set forth in the Milpitas Municipal code as determined in this staff report. The monument sign is compatible and conforms to the M2 Zoning District. The proposed sign is located in the Heavy Industrial area and does not abut any residential uses nor will the proposed sign negatively impact public health, safety and general welfare.

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P.C. ARS—October 13, 2004

Use Permit No. UP2004-20 and "S" Zone Approval-Amendment No. SA2004-77
Ames Industrial Park 10-foot monument sign.

CONFORMANCE WITH CEQA

The proposed project is categorically exempt from further environmental review pursuant to Class 11, Section 15311 ("Accessory structures – On-premise Signs") of the California Environmental Quality Act (CEQA) Guidelines.

RECOMMENDATION

Close the Public Hearing and approve Use Permit UP2004-20 and "S" Zone Amendment No. SA2004-77 based on the findings listed below.

FINDINGS

The project complies with the General Plan and the following policies:

- Implementing policies 2.a-I-3, which encourages economic pursuits that will strengthen and promote development through stability and balance.
- Implementing Policy 3.b-G-1 in that the sign serves to direct vehicles in the facility, which assists in providing a safe and convenient vehicular movement in the Heavy Industrial area.

The project complies with the M2 Zoning District and does not exceed the maximum height limit of (35) feet

The project complies with "S" Zone Combing District. As conditioned, the project is compatible, orderly, and aesthetically harmonious with adjacent and surrounding development.

The Project complies with the Sign Ordinance requirements in terms of the number of freestanding signs, sign area, height, and design. As conditioned the project would meet the sign ordinance provisions for uniformity of design and materials.

The Project will not create any negative community impacts or be detrimental to public health, safety and general welfare.

The Project is categorically exempt from further environmental review pursuant to Class 11, Section 15311 ("Accessory structures – On-premise Signs") of the State CEQA Guidelines.

SPECIAL CONDITIONS

1. This Planning Commission approval is for a two-sided 10-foot monument sign located at 1000 Ames Avenue as shown on approved plans dated October 13, 2004. Any modifications to the project will require an "S" Zone Approval Amendment and/or Use Permit Amendment by the Planning Commission. Minor modifications can be submitted to the Planning Division for processing pursuant to Section 42 of the Milpitas Zoning Ordinance. (P)
2. Prior to the approval of any building/tenant signage, the property owner shall submit plans and receive Planning Commission approval for a sign program, as required in Section 30-3.04 of the Sign Ordinance. (P)
3. This use shall be conducted in accordance with all federal, state and local laws and regulations. (P)

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P.C. ARS—October 13, 2004

Use Permit No. UP2004-20 and "S" Zone Approval-Amendment No. SA2004-77

Ames Industrial Park 10-foot monument sign.

4. If, at time of building permit review, there is an outstanding project job account balance due to the City for recovery of review fees, review of permits will not be initiated until the balance is paid in full. (P)

BUILDING

G BUILDING

0,000 SF

EXISTING BUILDING

11,250 SF

AMES AVENUE

000 AMES
SIGN LOC.

PLAN Scale: 1"=30'-0"



1190

PATH OF
TRAVEL

H.C. SIGN
SEE 9/51

DET 12/51

TRUCK
RAMP

ASPHALT

GRAVEL
DIRT

FUTURE
STORAGE
YARD

Landscaping

Grass Hill

5'-3" MONUMENT
SIGN LOC.

HILL WOULD
BE LOW PROFILE
SIGN

Prop line

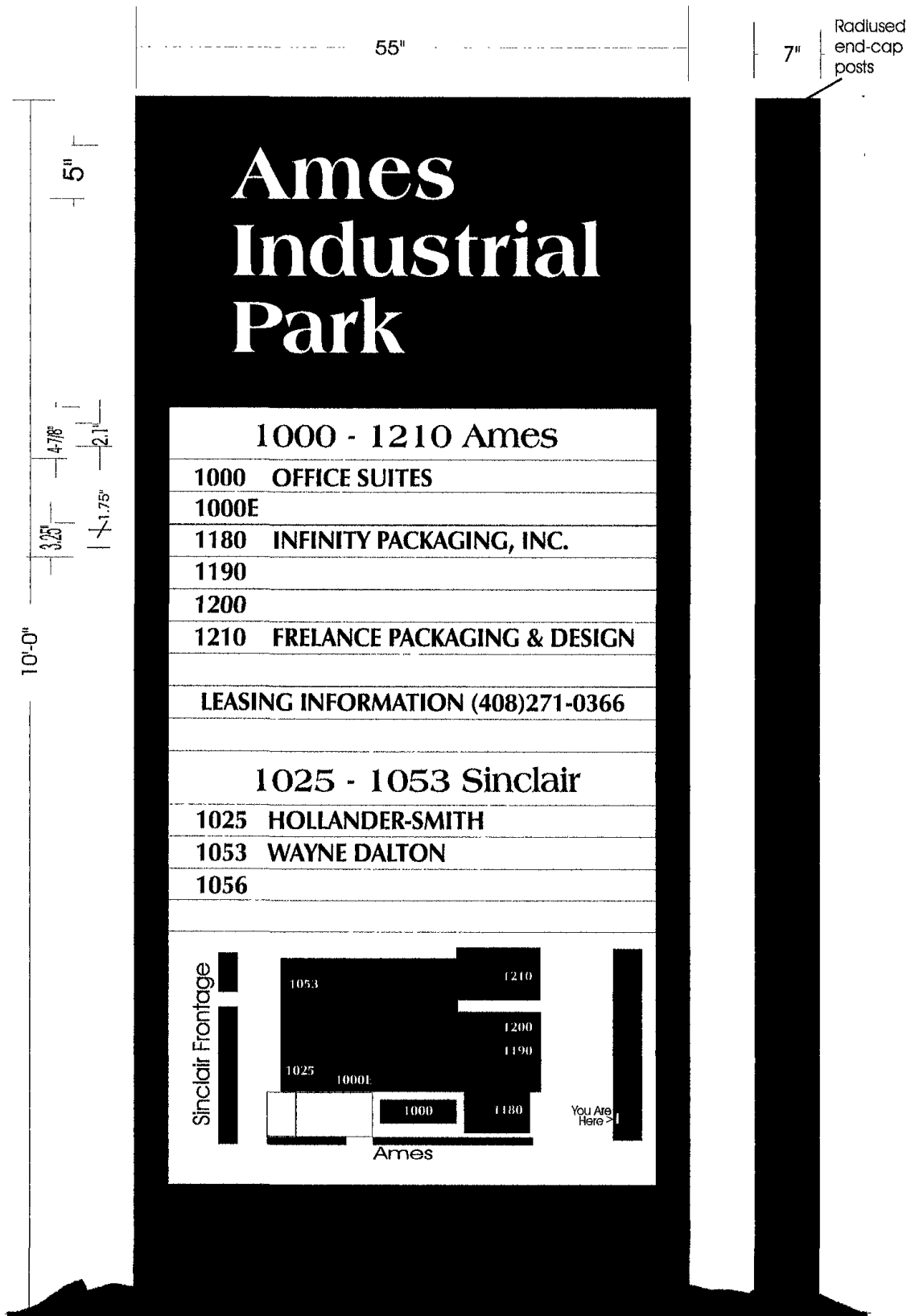
Curb

H.C. SIGN
10/51

N 140° 25' 0" W

N 75° 57' 10" E 752.35'

1180
SIGN LOC.



East Side - Facing Parking Lot

New Directory Monument - 2-Sided Fabricated Aluminum Cabinet
with 18 Alum. Slatz Tenant Plaques + 2 larger address slatz per side .

SIGN *Classics*

EXCELLENCE IN SIGN ART

(408) 298-1600

CON. LIC. 741774

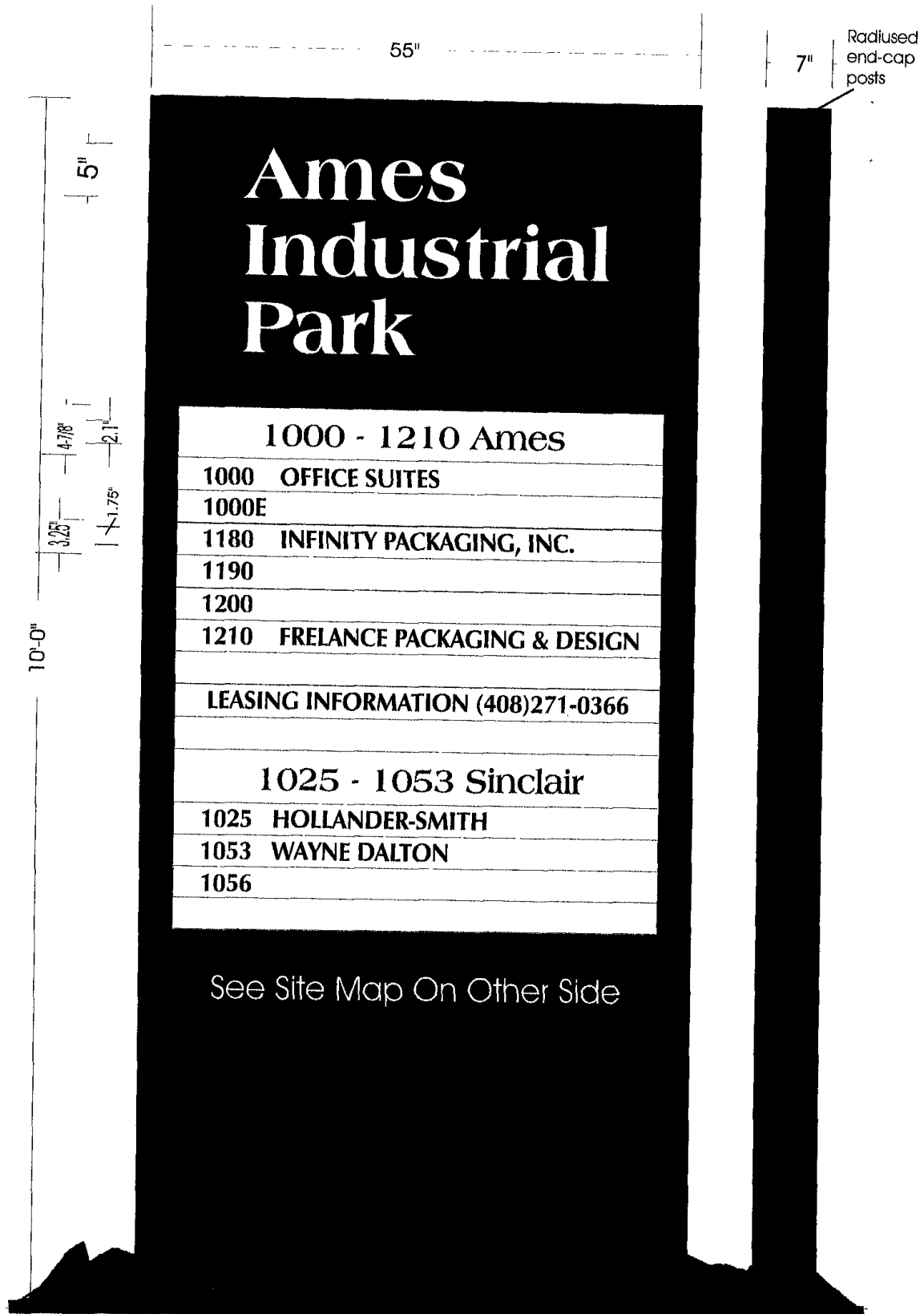
SCALE: 1"=1'-0"

DATE: 10/05/04

FILE: AmesDJM3.CDR

DRAWN BY: CW

Complex Name at top in White vinyl. Tenant names (on both sides) & map (on parking lot side only) in navy vinyl.



West Side

New Directory Monument - 2-Sided Fabricated Aluminum Cabinet with 18 Alum. Slatz Tenant Plaques + 2 larger address slatz per side .



EXCELLENCE IN SIGN ART

(408) 298-1600

CON. LIC. 741774

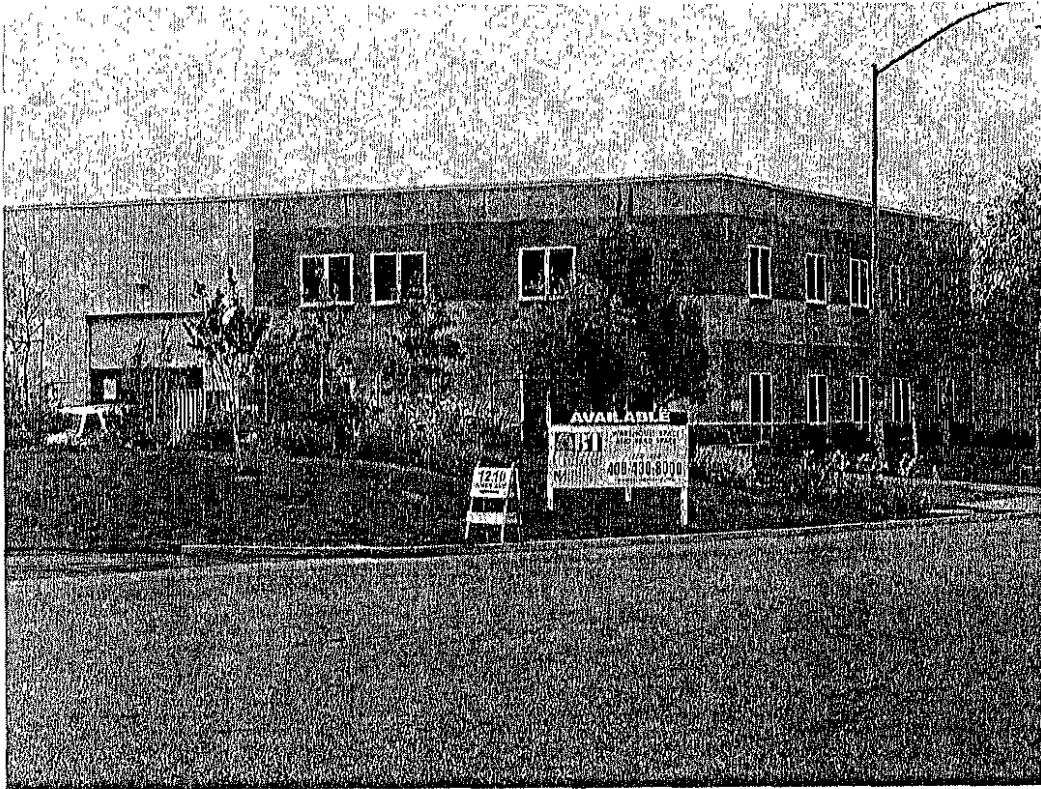
SCALE: 1"=1'-0"

DATE: 10/05/04

FILE: AmesDJM3.CDR

DRAWN BY: CW

Complex Name at top in White vinyl. Tenant names (on both sides) & map (on parking lot side only) in navy vinyl.



Proposed sign location – looking southwest on Ames Ave.



Close up photo of sign location. Mature landscaping provides an aesthetic backdrop. Photo also illustrates the existing building height and mass on the right side of the proposed sign.

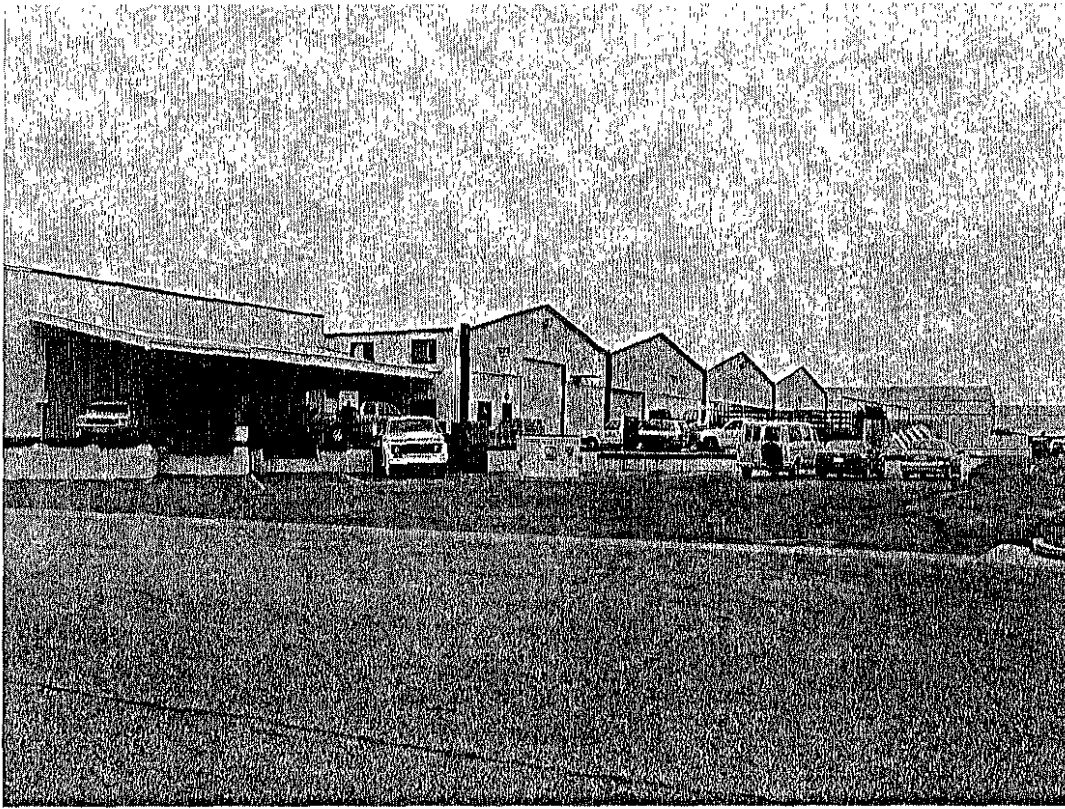


Photo shows warehouses and loading docks that are located on the left side of the proposed sign. These building are gray with black and green trip.



Photo taken of the opposite side of the street. As shown, there is low density of signs. Not shown in this picture, but mention in the staff report is an existing wooden sign that is located on the left side of the above photo

Photos of existing onsite signage along Ames:

